

A FREE GUIDE FROM BOW & BRUNCH

The 5-Minute Booking-Ready Check

A calm, practical website check for caterers, venues, and celebration businesses.

12 simple checks

No special knowledge needed

One clear next step

Fix the first thing that blocks booking

Start here

Open your website on your phone. Pretend you have never seen the business before and need to decide whether to ask about an event. Mark each box Yes, No, or Not sure. Do not redesign everything. The goal is to find the first avoidable point of confusion.

A beautiful business deserves a booking path that feels just as
considered.

This guide identifies visible website friction. It cannot prove lost revenue without your own inquiry and booking data.

Can someone understand and act in five seconds?

A visitor should quickly know what you provide, where you work, and how to take the next step.

Y N ? The business is obvious.

The first screen clearly says whether you are a caterer, venue, baker, planner, or another event service.

Y N ? The location is easy to find.

Your city or service area is visible before the visitor has to search the footer.

Y N ? The next step is unmistakable.

One main button uses plain words such as "Check availability" or "Request event information."

Y N ? The main button works.

Tap it on your phone and confirm it reaches the correct, finished page.

QUICK TEST

Ask a friend to look at the first screen for five seconds. Can they tell you what the business does and what to press next?

Does every detail feel like the same business?

Small inconsistencies can make a visitor hesitate, especially when they are comparing several vendors.

Y N ? The business name stays consistent.

The name on the homepage, contact page, menus, forms, and downloadable files all matches.

Y N ? There is no unfinished writing.

Look for placeholder text, sample instructions, missing prices, "insert name," or empty sections.

Y N ? Contact details agree.

The phone number, email address, hours, and location are current wherever they appear.

Y N ? Proof is real and specific.

Use genuine photos, current menus, and accurate descriptions. Never add invented reviews or client logos.

Look beyond the homepage

Check public menus, event packages, contact pages, frequently asked questions, and any files a customer may download. Those quieter pages often contain the detail that changes a visitor's impression.

Is asking about an event easier than giving up?

Your first form should collect enough information to begin the conversation, without making the visitor finish the entire planning process.

Y N ? The form works on a phone.

Fields fit the screen, labels are readable, and the final button is easy to tap.

Y N ? The first form is reasonably short.

Ask only for the details needed to respond well. Save long preference lists for later.

Y N ? Required choices make sense.

A visitor should not have to agree to unrelated marketing or answer questions they cannot know yet.

Y N ? The visitor knows what happens next.

State when and how you normally respond without promising a speed you cannot maintain.

REMEMBER

A long form is not automatically bad. It becomes a problem when the effort is unnecessary, confusing, or out of proportion to the first conversation.

YOUR RESULT

Choose the smallest repair that matters.

Count every box you marked No or Not sure. The score is a guide, not a diagnosis.

0-2	Polish Your main path appears clear. Correct the most visible issue and check again.
3-5	Prioritize Start with the broken or confusing step closest to the inquiry.
6+	Simplify Do not rebuild everything at once. Repair the path from first visit to first inquiry in order.

Want a second pair of eyes?

Bow & Brunch will check the public path a customer follows and show you one clear, verified problem before you decide whether to purchase a repair.

REQUEST YOUR FREE PREVIEW

bowandbrunch@gmail.com

The \$295 quick repair covers one agreed website problem, one agreed repair, one revision, and a plain before-and-after summary. Exact scope is approved before payment.